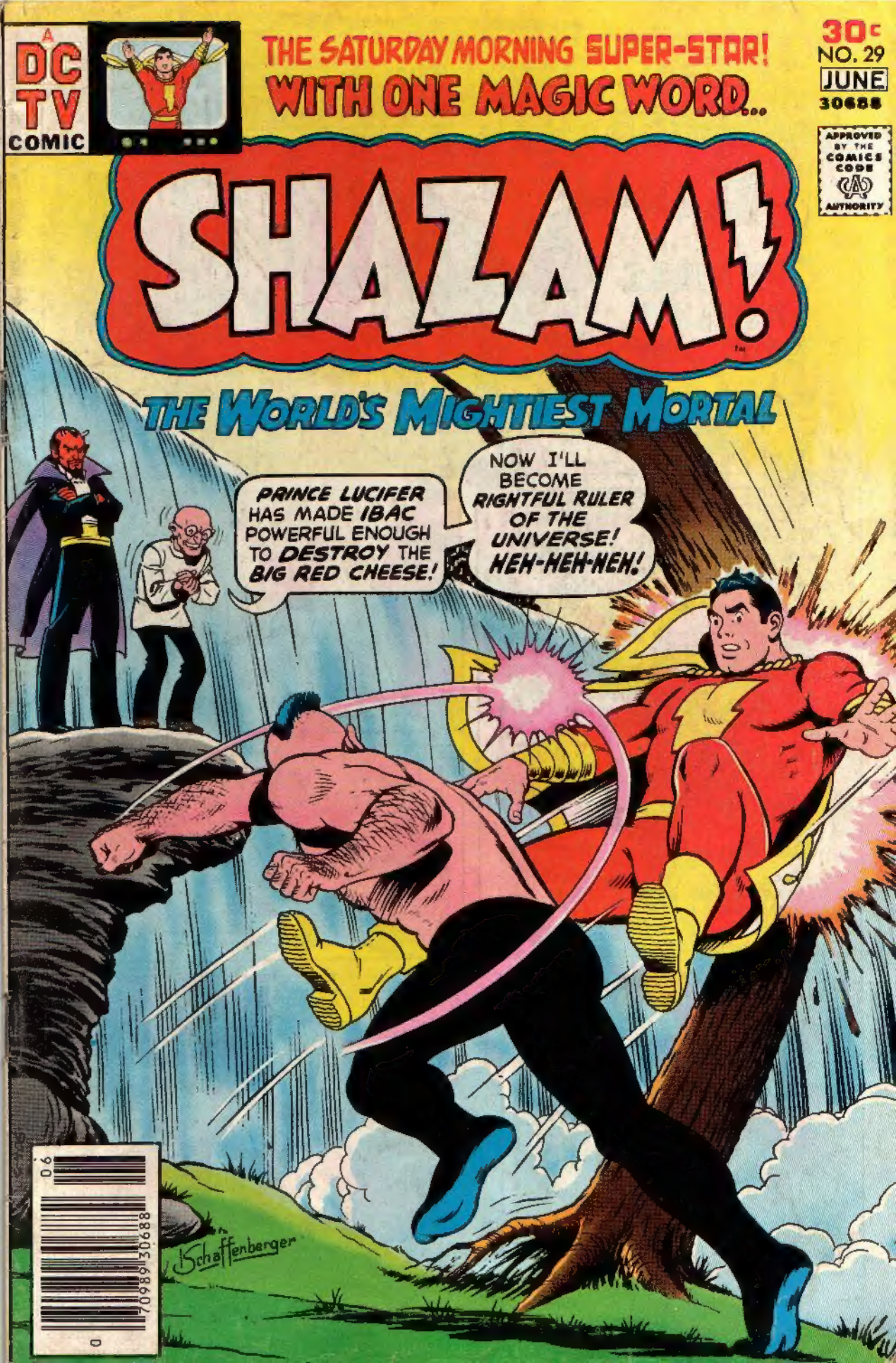
A DC TV COMIC
THE SATURDAY MORNING SUPER-STAR!
WITH ONE MAGIC WORD...
30c
NO. 29
JUNE
30688
APPROVED BY THE COMICS CODE AUTHORITY
SHAZAM!
THE WORLD'S MIGHTIEST MORTAL
PRINCE LUCIFER HAS MADE IBAC POWERFUL ENOUGH TO DESTROY THE BIG RED CHEESE!
NOW I'LL BECOME RIGHTFUL RULER OF THE UNIVERSE! HEH-HEH-HEH!
Schaffenberger

BAT MAN
"THE WHOLE WORLD'S UPSIDE DOWN"
TOPSY-TURVY MAN, ARCH-VILLAIN, HAS THE ABILITY TO TURN THINGS UPSIDE DOWN.
BATMAN, YOU MUST HELP US TURN THINGS AROUND.
WHAT'S UP IS UP, WHAT'S DOWN IS DOWN EXCEPT WHEN TOPSY-TURVY'S AROUND.
I'LL GET RIGHT ON TOP OF THIS SITUATION.
SUDDENLY, EVERYTHING SEEMS TOPSY-TURVY!?!
FRUIT PIE
WHAT GOES UP MUST COME DOWN: LOOSE CHANGE, TIGHT PAPER MONEY, ALL MINE FOR THE SCOOPING! THE BIG BONUS: ALL THOSE DELICIOUS HOSTESS® FRUIT PIES.
LOOK AT ALL THAT REAL FRUIT FILLING AND TENDER LIGHT CRUST!...
FAIR WARNING, TOPSY. I'LL BEND OVER BACKWARDS TO MAKE THINGS RIGHT...
YOU CAN STAND ON YOUR HEAD, "MIGHTY." BATMAN, FOR ALL I CARE. I WANT ALL THE APPLE, CHERRY AND LEMON I CAN GET!
IF YOU CAN'T START AT THE TOP... START AT THE BOTTOM...
POW
...AND WORK YOUR WAY UP, I ALWAYS SAY.
THINGS ARE ON THE UP AND UP AGAIN.
AND MY LUSCIOUS HOSTESS FRUIT PIE IS BACK IN MY HANDS AGAIN WHERE IT BELONGS.
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CHOSEN TO RECEIVE THE POWERS OF SIX ANCIENT ELDERS, YOUNG NEWSCASTER BILLY BATSON HAS ONLY TO SPEAK THE NAME OF THE ANCIENT WIZARD
SHAZAM!
AND IN A FLASH OF LIGHTNING, HE IS TRANSFORMED INTO THE WORLD'S MIGHTIEST MORTAL...
SOLOMON-WISDOM
HERCULES-STRENGTH
ATLAS-STAMINA
ZEUS-POWER
ACHILLES-COURAGE
MERCURY-SPEED
CAPTAIN MARVEL
STORY: E. NELSON BRIDWELL
ART: KURT SCHAFFENBERGER and VINCE COLLETTA
GO TO IT, IBAC-- CAPTAIN MARVEL! I'LL MARRY THE WINNER!
I LOSE!
J-4543
WHEN CAPTAIN MARVEL AND UNCLE MARVEL SHUFFLE OFF TO BUFFALO, NEW YORK, AND THEN TO NIAGARA FALLS, THEY ENCOUNTER ONE OF THE STRANGEST TEAMS IN THE HISTORY OF VILLAINY! THRILLS MINGLE WITH LAUGHS WHEN...
IBAC MEETS AUNT MINERVA!

SHAZAM!, Vol. 5, No. 29, May-June, 1977. Published bi-monthly by DC COMICS INC., 75 Rockefeller Plaza, New York, N.Y. 10019. Application to Mail at Second Class Pending at New York, N.Y. and Additional Mailing Offices. Copyright © 1977 by DC Comics Inc. All Rights Reserved. The stories, characters and incidents mentioned in this magazine are entirely fictional. No actual persons, living or dead are intended or should be inferred. Printed in U.S.A.

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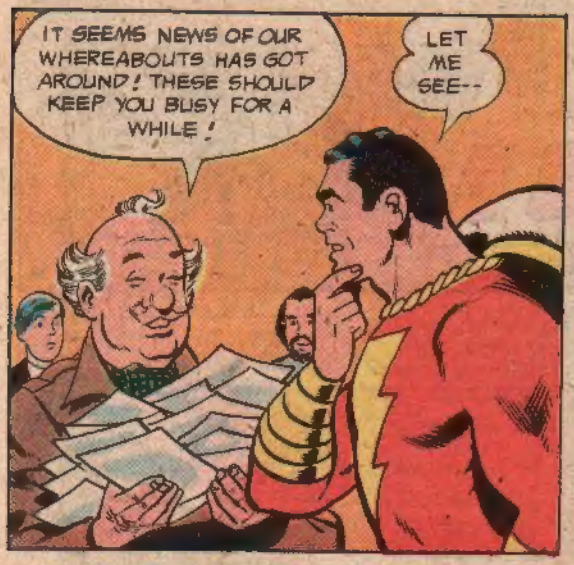
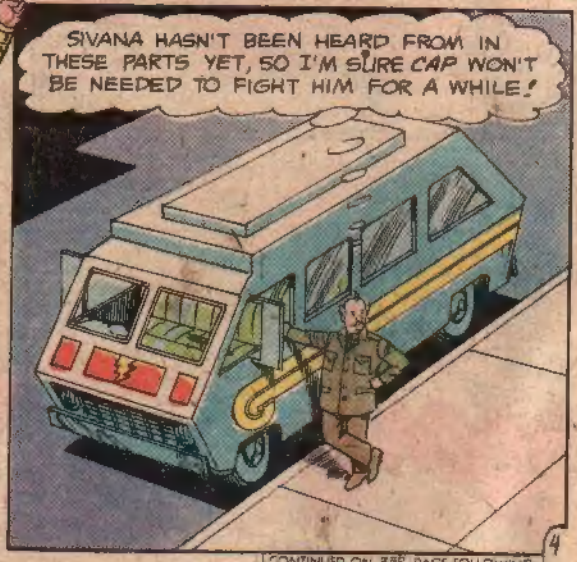
LEAVE IT TO DR. THADDEUS, B. SIVANA... NOW HE'S BROUGHT A KIDNAP VICTIM TO HIS LABORATORY HIDEOUT IN UPSTATE NEW YORK. WHO IS HE? A MILLIONAIRE? A BIG-TIME POLITICIAN?
B-BUT I'M ONLY A STREET-CLEANER!
ONLY A STREET-CLEANER? WHEN YOU SAY YOUR MAGIC WORD, YOU'RE SOMETHING ELSE, STANLEY PRINTWHISTLE!
YES-- AND WHAT'S HAPPENED EVERY TIME I SAID THE WORD? I BECAME A SUPER-POWERED VILLAIN WHO GOT BEAT UP BY CAPTAIN MARVEL--
SO YOU MUST HATE THAT BIG RED CHEESE AS I DO! YOU MUST BECOME IBAC AGAIN!
YES, YOU MUST!
YIPES! YOU MUST BE...
PRINCE LUCIFER-- THE ONE WHO GAVE STANLEY HIS IBAC POWERS-- BACK WHEN HE WAS A TWO-BIT CROOK CALLED "STINKY" PRINTWHISTLE!
BUT I DID NOT MAKE YOU POWERFUL ENOUGH! THIS TIME YOU WILL BE MORE POWERFUL!
SAY YOUR WORD, STANLEY!
IBAC!
THE WORD IS ANSWERED BY A BURST OF GREEN FIRE... CONTAINING THE WORST QUALITIES OF FOUR VILLAINS OF HISTORY...
IVAN THE TERRIBLE-- TERROR
BORGIA-- CUNNING
ATTILA-- FIERCENESS
CALIGULA-- CRUELTY
ZEEEEE!
AND PRINTWHISTLE BECOMES IBAC THE CURSED!
AT LAST I'VE CHANGED FROM THAT WEAKLING! I FEEL MIGHTIER THAN EVER!
HEH, HEH! WAIT TILL CAPTAIN MARVEL SEES YOU NOW!
2

EVEN AS THE INFAMOUS MAN-MONSTER MAKES HIS COMEBACK...
WE'RE TO DO A TV SHOW ON SOME OF THE YOUNG PEOPLE HERE-- BUT THAT'S NOT TILL NEXT WEEK, UNCLE!
QUITE SO, M'BOY! WE'VE TIME TO SEE THE SIGHTS FIRST!
BUT SOON AFTER, IN LAFAYETTE SQUARE...
SAY, THAT LIGHTNING BOLT ON YOUR VAN--ISN'T THAT CAPTAIN MARVEL'S INSIGNIA?
YES--BUT IT ALSO STANDS FOR SHAZAM, INCORPORATED, OF WHICH I AM PRESIDENT!
WE DO IMPOSSIBLE JOBS--AT REASONABLE RATES--TO BENEFIT WORTHY CHARITIES!
I'VE GOT A BIG JOB FOR CAPTAIN MARVEL! I'LL PAY WELL--
AS LONG AS IT'S LEGAL AND ETHICAL, WE'LL HANDLE IT, SIR!
BUT WHERE IS CAPTAIN MARVEL? ISN'T HE WITH YOU?
NOT RIGHT NOW, BUT BILLY KNOWS HOW TO... ER... CONTACT HIM!
I'LL MAKE THE CALL RIGHT NOW!
RUNNING AROUND A CORNER, BILLY MAKES HIS "CALL"...
GOOD-- NOBODY AROUND!
SHAZAM!
INSTANTLY, A BOLT OF MAGIC LIGHTNING TRANSFORMS THE BOY BROADCASTER INTO...
BOOM!
...CAPTAIN MARVEL -- THE WORLD'S MIGHTIEST MORTAL!
FOR CHARITY, I'LL GLADLY DO WHATEVER JOB THAT FELLOW HAS IN MIND, AS LONG AS IT'S HONEST!
AFTER ALL, HOW LONG CAN IT TAKE?

HELLO, CAPTAIN MARVEL! HAVE A LITTLE TIME TO SPARE? I HAVE A FEW MORE JOBS LINED UP FOR YOU!
H-HOLY MOLEY! WHERE DID ALL THOSE PEOPLE COME FROM?



I'D BETTER GET STARTED RIGHT AWAY!
YOU HEARD HIM, FOLKS! CAPTAIN MARVEL IS ON THE JOB!
GREAT!
TERRIFIC!
WHAT A BREAK THAT HE SHOWED UP!



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D. Roberts

"I'm transforming all the fat off my body and changing it into rock-hard muscle. It's amazing. I have lost 8" off my waist. I can actually see my muscles growing from day to day."
P. Williams

"I have gained 20 pounds in just 30 days and I have gained over 6 inches on my chest. I find that my power has doubled. In sports I am a winner in everything I do."
B. Daniels

"I have gained 5" on my arms and 12" on my chest, while losing 3" off my waist. I have tripled my power and speed. Thanks for what you have done for me!"
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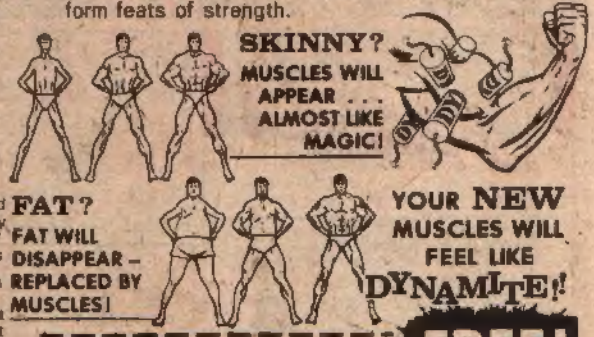
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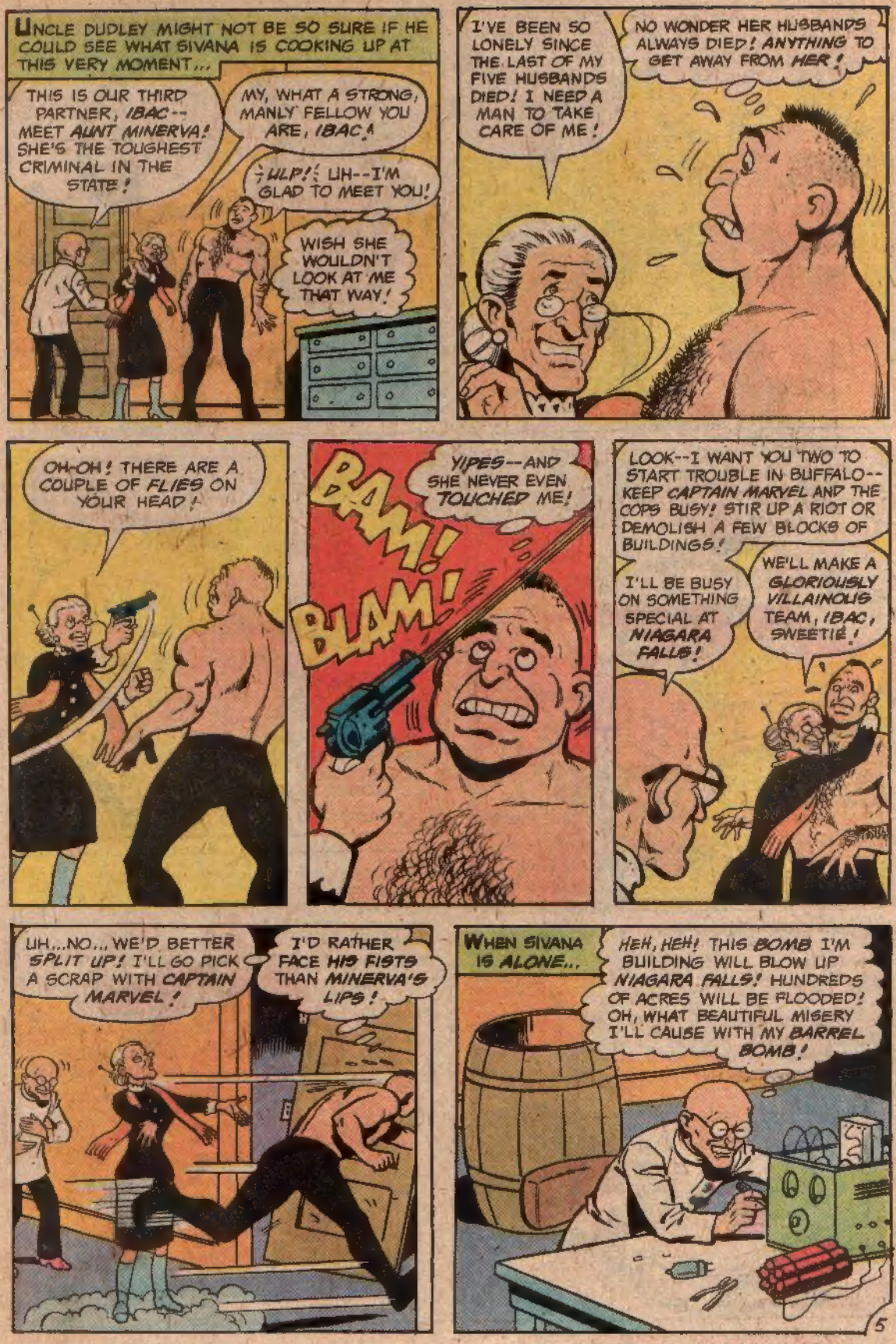
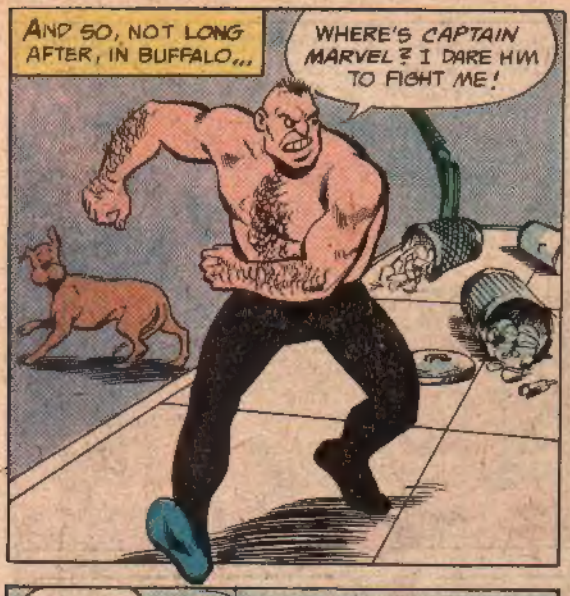
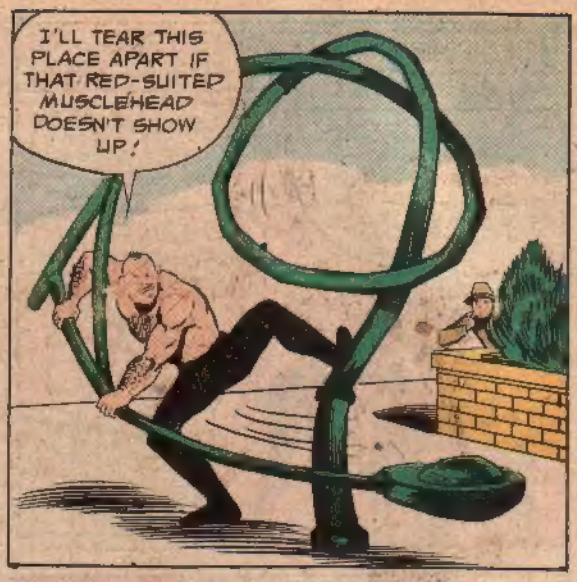
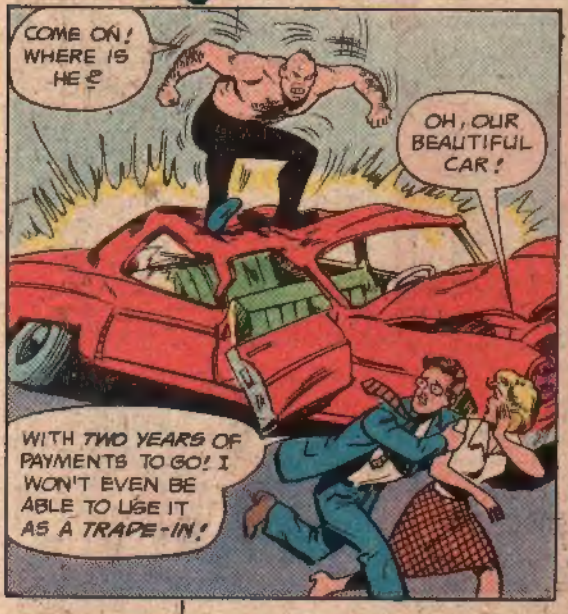
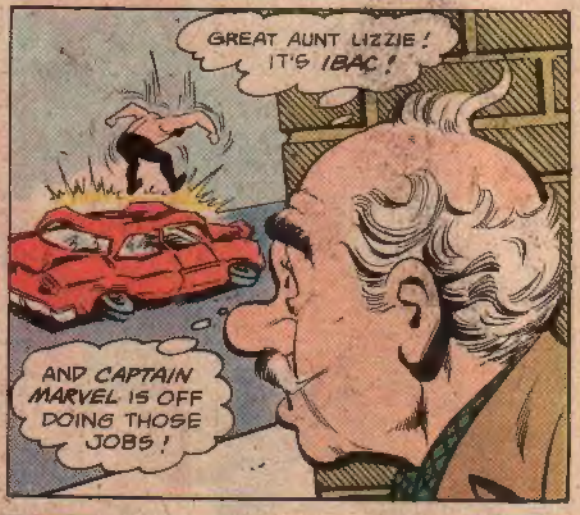
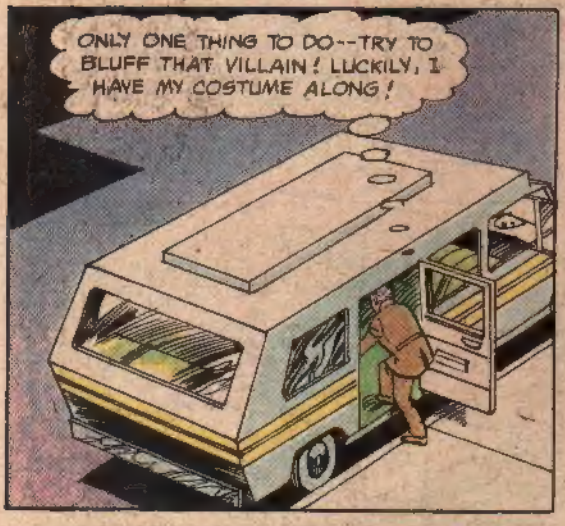

UNCLE DUDLEY MIGHT NOT BE SO SURE IF HE COULD SEE WHAT SIVANA IS COOKING UP AT THIS VERY MOMENT...
THIS IS OUR THIRD PARTNER, IBAC--MEET AUNT MINERVA! SHE'S THE TOUGHEST CRIMINAL IN THE STATE!
MY, WHAT A STRONG, MANLY FELLOW YOU ARE, IBAC!
ULP!! UH--I'M GLAD TO MEET YOU!
WISH SHE WOULDN'T LOOK AT ME THAT WAY!
I'VE BEEN SO LONELY SINCE THE LAST OF MY FIVE HUSBANDS DIED! I NEED A MAN TO TAKE CARE OF ME!
NO WONDER HER HUSBANDS ALWAYS DIED! ANYTHING TO GET AWAY FROM HER!
OH-OH! THERE ARE A COUPLE OF FLIES ON YOUR HEAD!
BAM!
BLAM!
YIPES--AND SHE NEVER EVEN TOUCHED ME!
LOOK--I WANT YOU TWO TO START TROUBLE IN BUFFALO--KEEP CAPTAIN MARVEL AND THE COPS BUSY! STIR UP A RIOT OR DEMOLISH A FEW BLOCKS OF BUILDINGS!
I'LL BE BUSY ON SOMETHING SPECIAL AT NIAGARA FALLS!
WE'LL MAKE A GLORIOUSLY VILLAINOUS TEAM, IBAC, SWEETIE!
UH...NO... WE'D BETTER SPLIT UP! I'LL GO PICK A SCRAP WITH CAPTAIN MARVEL!
I'D RATHER FACE HIS FISTS THAN MINERVA'S LIPS!
WHEN SIVANA IS ALONE...
HEH, HEH! THIS BOMB I'M BUILDING WILL BLOW UP NIAGARA FALLS! HUNDREDS OF ACRES WILL BE FLOODED! OH, WHAT BEAUTIFUL MISERY I'LL CAUSE WITH MY BARREL BOMB!


AND SO, NOT LONG AFTER, IN BUFFALO...
WHERE'S CAPTAIN MARVEL? I DARE HIM TO FIGHT ME!

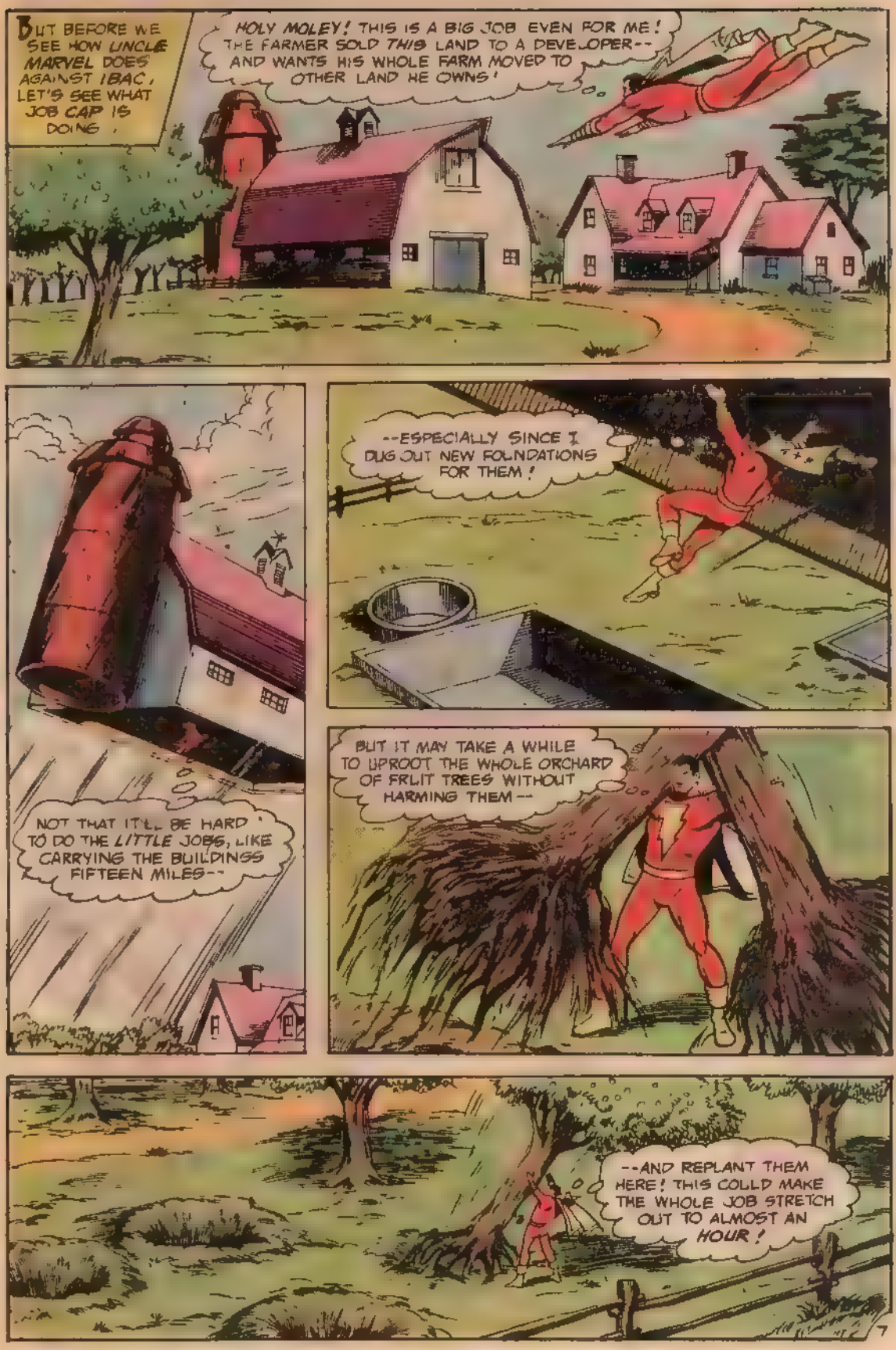

I'LL TEAR THIS PLACE APART IF THAT RED-SUITED MUSCLEHEAD DOESN'T SHOW UP!


COME ON! WHERE IS HE?
OH, OUR BEAUTIFUL CAR!
WITH TWO YEARS OF PAYMENTS TO GO! I WON'T EVEN BE ABLE TO USE IT AS A TRADE-IN!


GREAT AUNT LIZZIE! IT'S IBAC!
AND CAPTAIN MARVEL IS OFF DOING THOSE JOBS!


ONLY ONE THING TO DO--TRY TO BLUFF THAT VILLAIN! LUCKILY, I HAVE MY COSTUME ALONG!

WHEN HE SEES THE HEROIC FIGURE OF UNCLE MARVEL, HE'LL BE FRIGHTENED AND GIVE UP--
--I GULP HOPE!


BUT BEFORE WE SEE HOW UNCLE MARVEL DOES AGAINST IBAC, LET'S SEE WHAT JOB CAP IS DOING.
HOLY MOLEY! THIS IS A BIG JOB EVEN FOR ME! THE FARMER SOLD THIS LAND TO A DEVELOPER-- AND WANTS HIS WHOLE FARM MOVED TO OTHER LAND HE OWNS!
--ESPECIALLY SINCE I DUG OUT NEW FOUNDATIONS FOR THEM!
NOT THAT IT'LL BE HARD TO DO THE LITTLE JOBS, LIKE CARRYING THE BUILDINGS FIFTEEN MILES--
BUT IT MAY TAKE A WHILE TO UPROOT THE WHOLE ORCHARD OF FRUIT TREES WITHOUT HARMING THEM--
--AND REPLANT THEM HERE! THIS COULD MAKE THE WHOLE JOB STRETCH OUT TO ALMOST AN HOUR!

SO YOU CAN SEE WHY CAPTAIN MARVEL WON'T BE FLYING TO UNCLE'S RESCUE...
WELL, HERE GOES!
ALL RIGHT, YOU BLACK-GUARD--YOU SHALL HAVE UNCLE MARVEL TO RECKON WITH!
HUH?
WHY, YOU PIPSQUEAK, YOU DARE CHALLENGE THE MIGHTY IBAC? I'LL..
GREAT GODFREY! I FEAR MY PLAN ISN'T WORKING!
YES YOU BEAST!
OH, NO! IT'S MINERVA--AND SHE HAS ROMANCE IN HER EYES!
NO-NO!!!
EGAD! THE BOUNDER FINALLY PANICKED AT THE SIGHT OF MY IMPOSING FIGURE!
WELL, I SUPPOSE I MUST CATCH HIM! NO DOUBT HE'LL GO DOWN ON HIS KNEES... BEG FOR MERCY!
ISN'T IT CUTE? IBAC IS PLAYING HARD TO GET!
;PUFF-PUFF; GUESS I'D BEST GO BACK AND GET THE VAN!
EH? COULD THAT HAVE BEEN MINERVA WHO JUST RAN PAST ME? I WONDER WHAT SHE'S DOING IN BUFFALO?
8
CONTINUED ON 5TH PAGE FOLLOWING

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Every now and then, do you get this uncontrollable urge to bite into something that's really got some meat in it?

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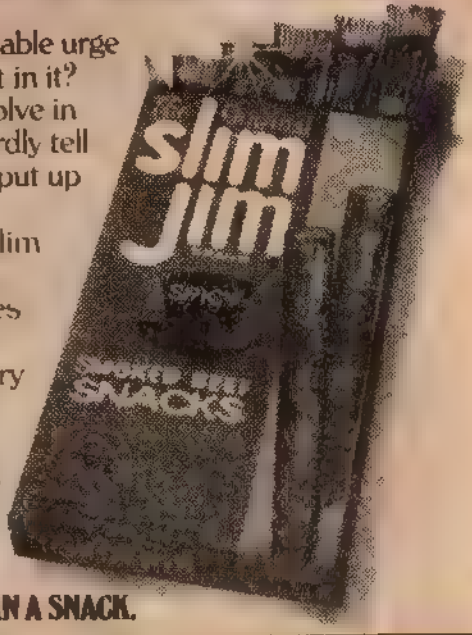
You might want to carry a few extra ones, too. Then, if you meet a werewolf, you can give him something to sink his teeth into instead of you



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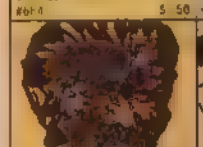

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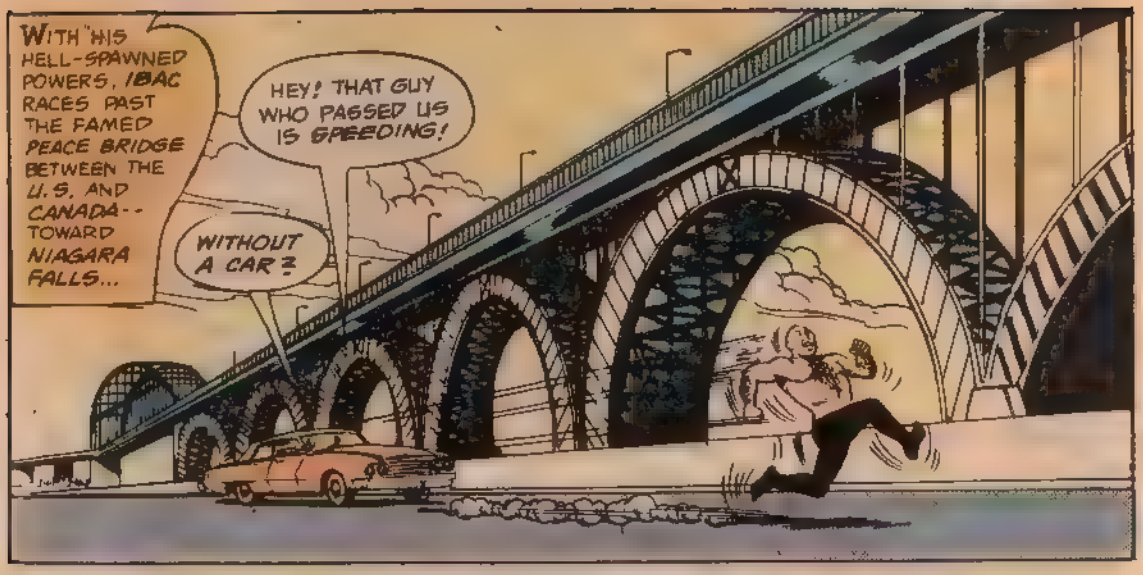
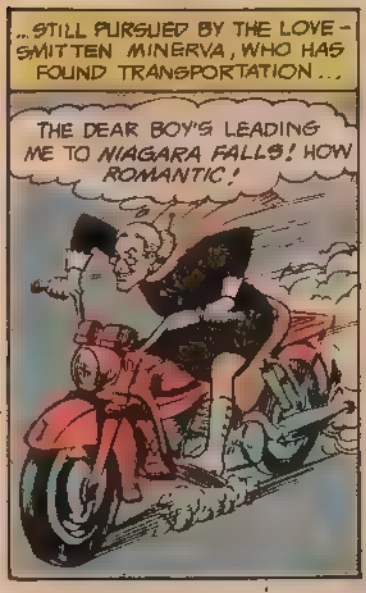
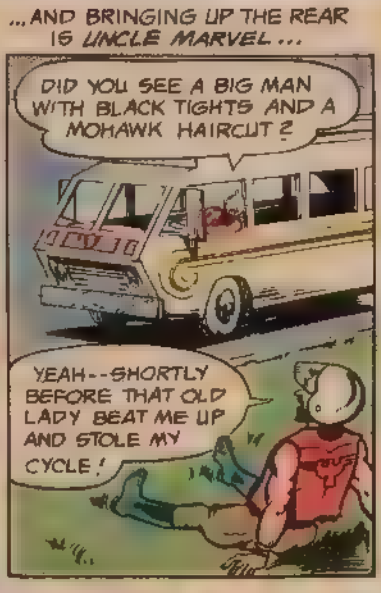
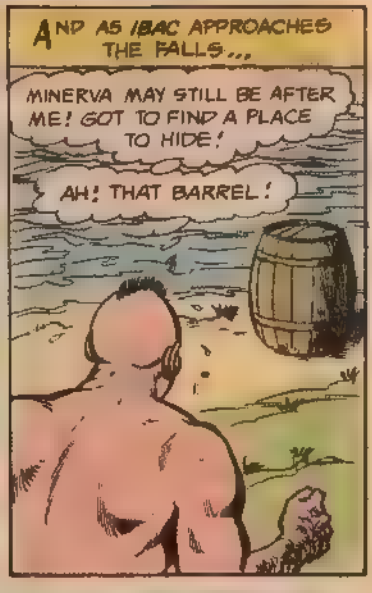
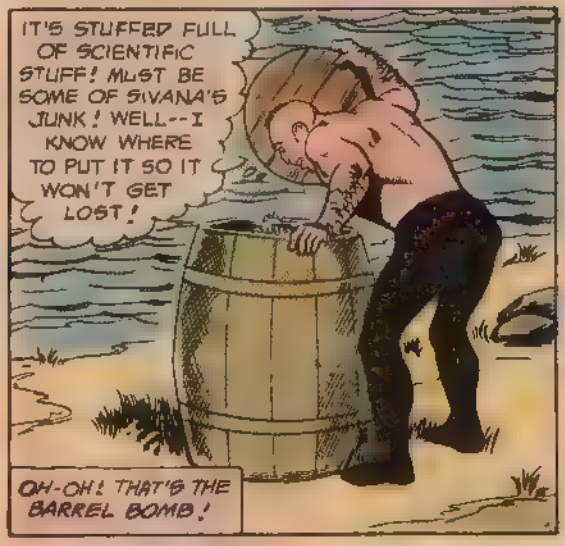

WITH HIS HELL-SPAWNED POWERS, IBAC RACES PAST THE FAMED PEACE BRIDGE BETWEEN THE U.S. AND CANADA--TOWARD NIAGARA FALLS...
HEY! THAT GUY WHO PASSED US IS SPEEDING!
WITHOUT A CAR?

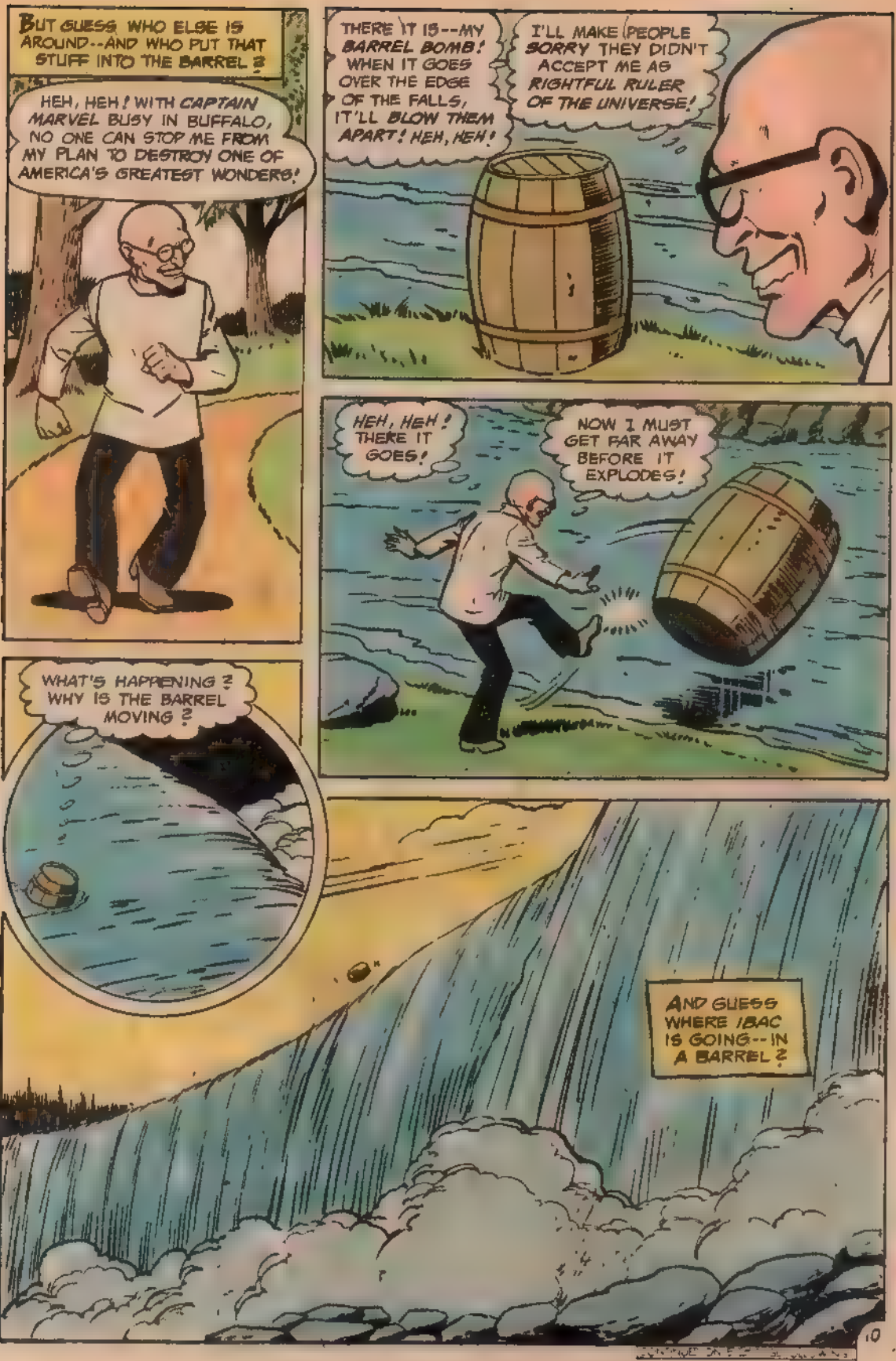

...STILL PURSUED BY THE LOVE-SMITTEN MINERVA, WHO HAS FOUND TRANSPORTATION...
THE DEAR BOY'S LEADING ME TO NIAGARA FALLS! HOW ROMANTIC!


...AND BRINGING UP THE REAR IS UNCLE MARVEL...
DID YOU SEE A BIG MAN WITH BLACK TIGHTS AND A MOHAWK HAIRCUT?
YEAH--SHORTLY BEFORE THAT OLD LADY BEAT ME UP AND STOLE MY CYCLE!


AND AS IBAC APPROACHES THE FALLS...
MINERVA MAY STILL BE AFTER ME! GOT TO FIND A PLACE TO HIDE!
AH! THAT BARREL!


IT'S STUFFED FULL OF SCIENTIFIC STUFF! MUST BE SOME OF SIVANA'S JUNK! WELL--I KNOW WHERE TO PUT IT SO IT WON'T GET LOST!
OH-OH! THAT'S THE BARREL BOMB!

THERE--THAT'S DONE! NOBODY WILL LOOK FOR ME IN HERE!


BUT GUESS WHO ELSE IS AROUND--AND WHO PUT THAT STUFF INTO THE BARREL?
HEH, HEH! WITH CAPTAIN MARVEL BUSY IN BUFFALO, NO ONE CAN STOP ME FROM MY PLAN TO DESTROY ONE OF AMERICA'S GREATEST WONDERS!
THERE IT IS--MY BARREL BOMB! WHEN IT GOES OVER THE EDGE OF THE FALLS, IT'LL BLOW THEM APART! HEH, HEH!
I'LL MAKE PEOPLE SORRY THEY DIDN'T ACCEPT ME AS RIGHTFUL RULER OF THE UNIVERSE!
HEH, HEH! THERE IT GOES!
NOW I MUST GET FAR AWAY BEFORE IT EXPLODES!
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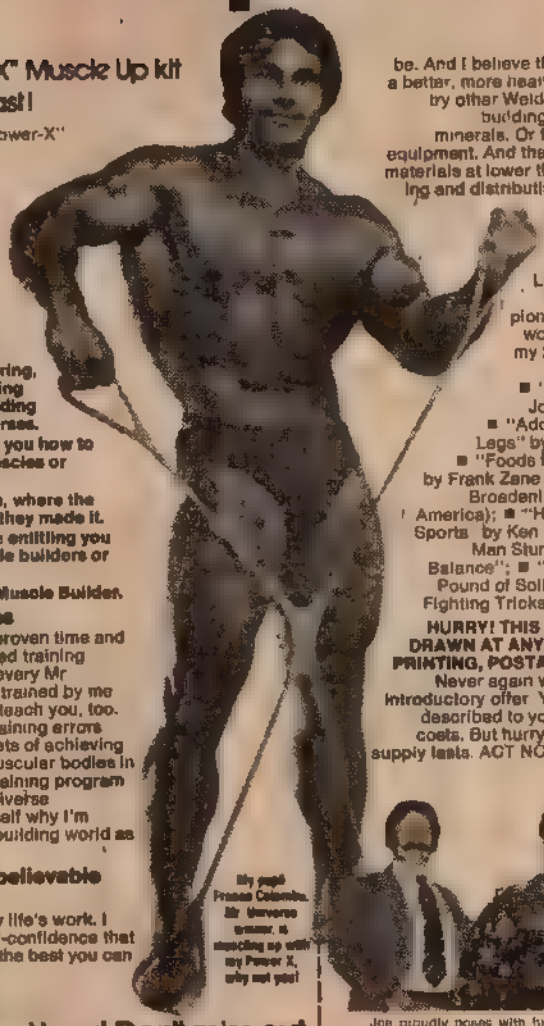

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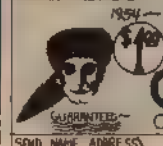

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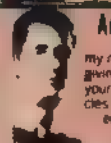

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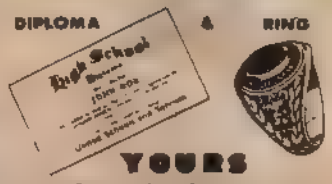

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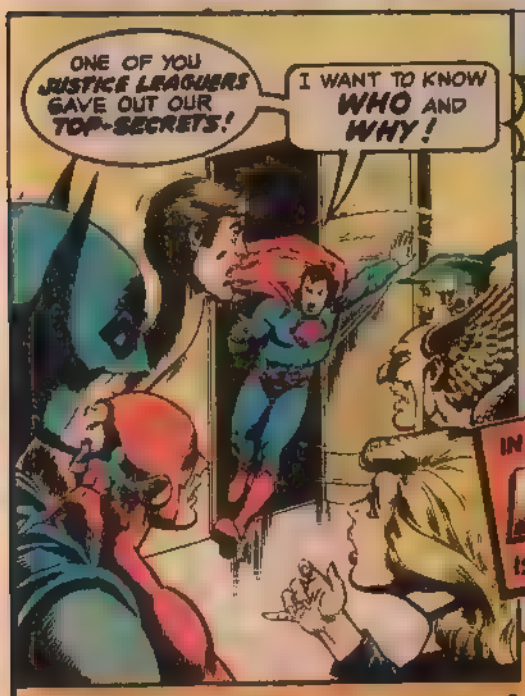

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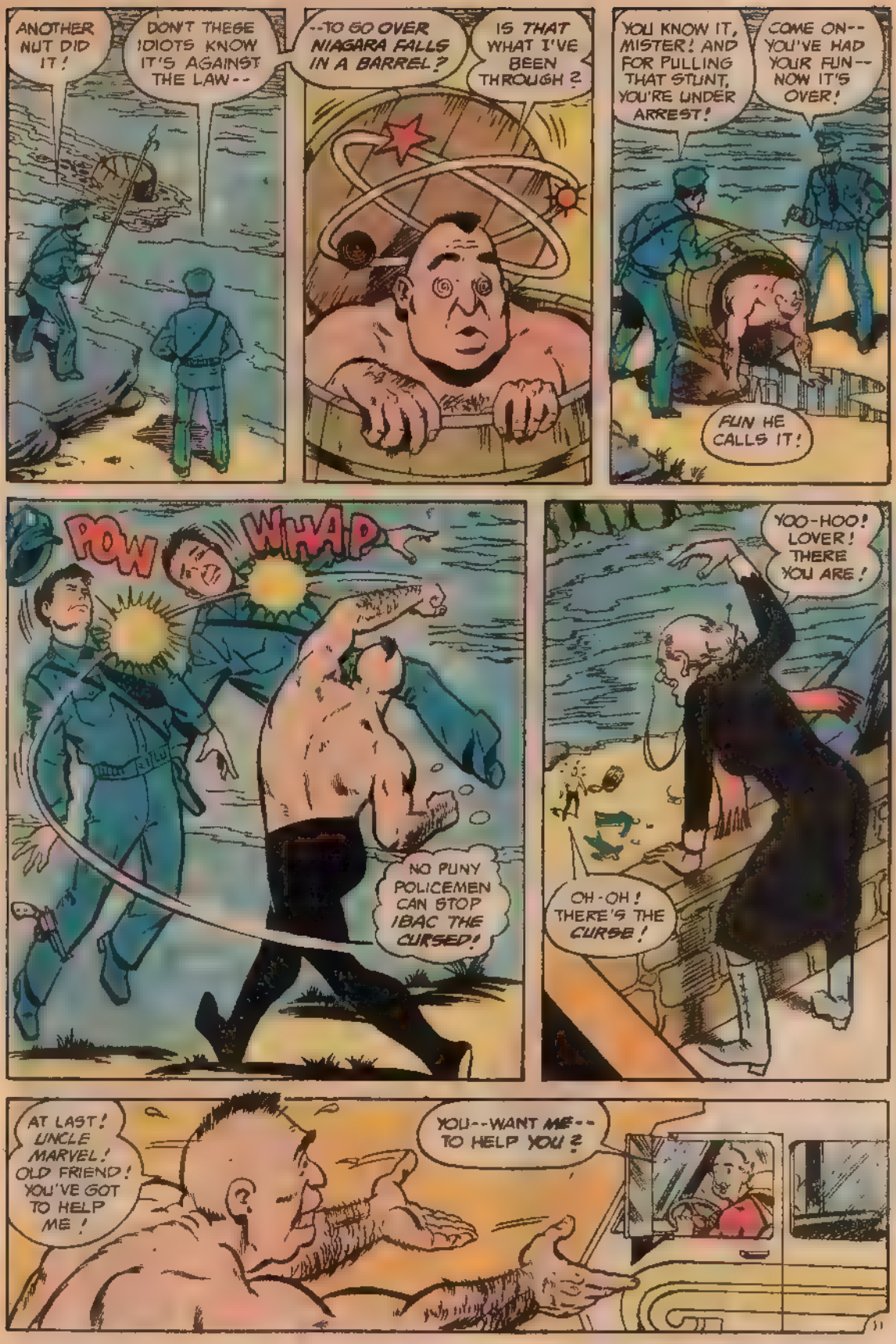
ANOTHER NUT DID IT!
DON'T THESE IDIOTS KNOW IT'S AGAINST THE LAW--
--TO GO OVER NIAGARA FALLS IN A BARREL?
IS THAT WHAT I'VE BEEN THROUGH?
YOU KNOW IT, MISTER! AND FOR PULLING THAT STUNT, YOU'RE UNDER ARREST!
COME ON-- YOU'VE HAD YOUR FUN-- NOW IT'S OVER!
FUN HE CALLS IT!
POW
WHAP
NO PUNY POLICEMEN CAN STOP IBAC THE CURSED!
YOO-HOO! LOVER! THERE YOU ARE!
OH-OH! THERE'S THE CURSE!
AT LAST! UNCLE MARVEL! OLD FRIEND! YOU'VE GOT TO HELP ME!
YOU--WANT ME-- TO HELP YOU?

YES--MINERVA WANTS TO MARRY ME! I NEED SOME ADVICE ON HOW TO KEEP OUT OF HER CLUTCHES!
I UNDERSTAND! SHE TRIED TO HOOK ME ONCE -- AND LATER WENT AFTER CAPTAIN MARVEL-- AND EVEN SIVANA!
THIS CALLS FOR EXPERT COUNSEL! I'LL CONTACT SOLOMON BY ETERNI-PHONE!
AH! SOLOMON! WE NEED YOUR WISDOM! MINERVA WANTS TO MARRY IBAC-- AND WHILE HE'S A VILLAIN, HE DOESN'T DESERVE THAT!
YOU RE ASKING ME FOR ADV.CE ON WOMEN?
WELL, YOU HAD 700 WIVES! I FIGURED, WHO WOULD KNOW BETTER?
IF I KNEW BETTER, I WOULDN'T HAVE HAD 700 WIVES!
STILL, I DID WRITE SOMETHING MEMORABLE IN THE BOOK OF PROVERBS: "WHOSO FINDETH A WIFE FINDETH A GOOD THING"!
AH, YES--AND AS CERVANTES SO SAGELY OBSERVED, "CAN WE EVER HAVE TOO MUCH OF A GOOD THING?"
CERVANTES DIDN'T HAVE 700 WIVES!
BUT I HAVE THE ANSWER TO YOUR PROBLEM, IBAC!
IN THE PROVERBS, I ALSO WROTE, "A MAN HATH JOY BY THE ANSWER OF HIS MOUTH: AND A WORD SPOKEN IN DUE SEASON, HOW GOOD IS IT!"
2

CONTINUED ON 5TH PAGE FOLLOWING

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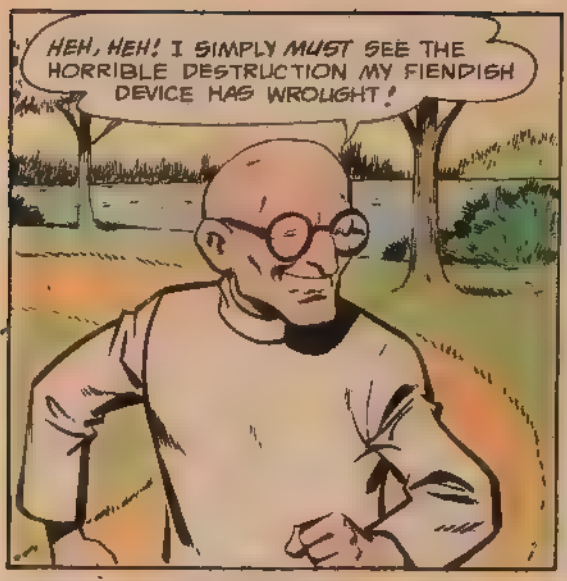
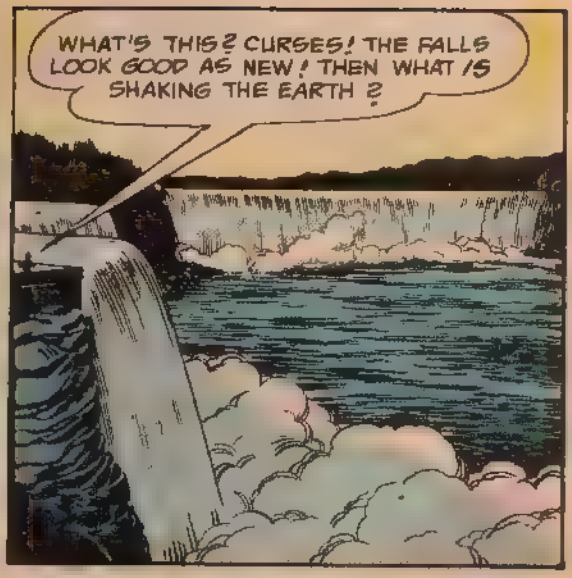
I DON'T GET IT! WHAT DID HE MEAN?
THAT'S FOR YOU TO FIGURE OUT! DO IT, AND YOUR WORRIES ARE OVER!
AND WHAT OF CAPTAIN MARVEL? THIS IS SUPPOSED TO BE A STORY ABOUT HIM, ISN'T IT? WELL, THAT WAS THE ORIGINAL IDEA...
DELIVERING A COUPLE OF ELEPHANTS TO THE BUFFALO ZOO IS THE EASIEST JOB SO FAR!
AND THE LAST, I'M GLAD TO SAY!
THAT TASK DONE, THE WORLD'S MIGHTIEST MORTAL GOES LOOKING FOR UNCLE DUDLEY...
THE GUY IN THE VAN? HE WENT OFF AFTER A BIG FELLOW IN BLACK TIGHTS WHO HAD A FUNNY HAIRCUT!
HOLY MOLEY! THAT SOUNDS LIKE IBAC! UNCLE COULD BE IN SERIOUS TROUBLE!
AND AS CAP FOLLOWS THE TRAIL...
THE "OLD DAME" SOUNDS LIKE AUNT MINERVA! AND DUDLEY IS DOING HIS UNCLE MARVEL ACT!
YEAH--FIRST THE UGLY MUG WITH NO SHIRT--
--THEN THE OLD DAME WHO TOOK MY BIKE--
--AND FINALLY, THE OLD GEEZER IN THE RED SUIT, DRIVING THE VAN!
WE MARVELS KNOW DUDLEY ISN'T OUR REAL UNCLE--AND HE CAN'T CHANGE TO A TRUE MARVEL--
--BUT HE'S SO GOOD-HEARTED, WE PLAY ALONG WITH HIM! MARY MARVEL--CAPTAIN MARVEL JR.--ALL OF US!
HOLY MOLEY! THERE IS THE VAN--AND UNCLE--AND IBAC, TOO!
13

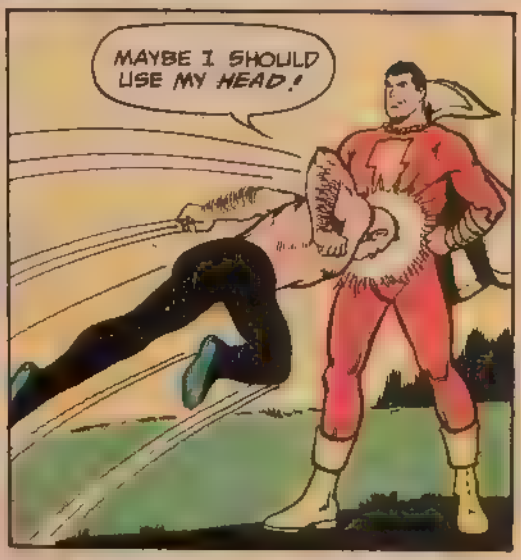
I'LL SAVE YOU FROM THAT MONSTER, UNCLE!
BUT I DON'T NEED SAVING! YOU SEE...
QUIET! I'VE BEEN ITCHING TO TRY MY GREATER POWERS AGAINST CAPTAIN MARVEL!
UMMMFF! I'M STILL NOT INVULNERABLE-- BUT IT DIDN'T HURT AS BAD AS HIS BLOWS USED TO!
POW!
LET'S SEE HOW YOU STAND UP AGAINST MY BLOWS!
WHAM!
KA-RASH!
HOLY MOLEY! HE'S MORE POWERFUL THAN EVER!
GREAT JUMPING HOP-TOADS! THEY'RE HITTING EACH OTHER SO HARD THE VERY GROUND IS SHAKING!
A CIRCUMSTANCE WHICH HAS NOT GONE UNNOTICED IN A CERTAIN NEARBY LABORATORY...
AH! THAT CAN ONLY MEAN MY BOMB HAS FINALLY GONE OFF! NIAGARA FALLS IS NO MORE! OH, JOY! HEH!
HEH!

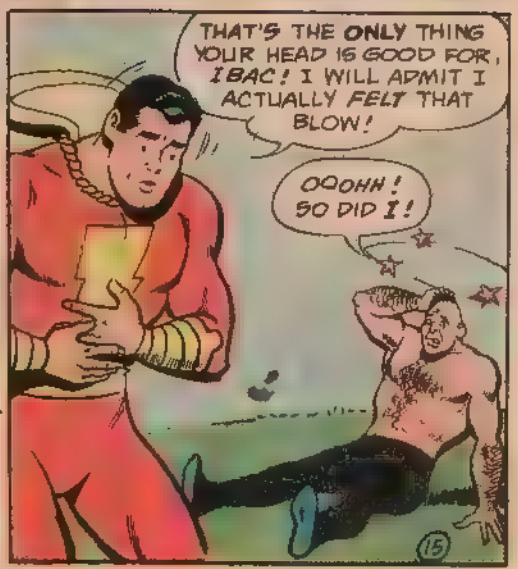

HEH, HEH! I SIMPLY MUST SEE THE HORRIBLE DESTRUCTION MY FIENDISH DEVICE HAS WROUGHT!


WHAT'S THIS? CURSES! THE FALLS LOOK GOOD AS NEW! THEN WHAT IS SHAKING THE EARTH?

WELL, WE KNOW THE ANSWER TO THAT ONE, DON'T WE?
I SWORE I'D BURY YOU--AND ONE WAY OR THE OTHER, I WILL!

WHEN WILL YOU BAD GUYS LEARN YOU CAN'T KEEP A GOOD MAN DOWN?


MAYBE I SHOULD USE MY HEAD!


THAT'S THE ONLY THING YOUR HEAD IS GOOD FOR, IBAC! I WILL ADMIT I ACTUALLY FELT THAT BLOW!
OOOHH! SO DID I!
15

GO TO IT, LOVER! KNOCK OUT THAT RED APE!
HORRORS! IT'S MINERVA!
WHAT WAS IT SOLOMON SAID? "A WORD SPOKEN IN DUE TIME..."
I KNOW! THE WORD I HAVE TO SPEAK IS--
--IBAC!
ZEEEE
WHAT'S THIS? WHO'S THE SCRAWNY SPECIMEN? WHERE IS THAT DIVINE IBAC?
HE HAD TO LEAVE --VERY SUDDENLY!
WELL, YOU GET LOST! I'M DESPERATE FOR A HUSBAND-- BUT NOT THAT DESPERATE!
WHAT CAUSED ALL THAT EARTH-SHAKING? WHY DIDN'T MY BARREL-BOMB BLOW UP NIAGARA FALLS?
OH--THAT MUST BE WHAT IBAC TOOK OUT OF THE BARREL HE HID IN!
HE REMOVED IT? WHERE DID HE PUT IT?
WHY-- WHERE IT WOULD BE SAFE-- IN THE STORE-ROOM OF YOUR LAB!
IN MY LAB!
AND ALL THAT EARTH-SHAKING COULD HAVE ACTIVATED THE BOMB!
IT-- MIGHT--
16
CONTINUED ON NEXT PAGE FOLLOWING

WHO--
OR WHAT
IS
THE
CHANGING MAN?
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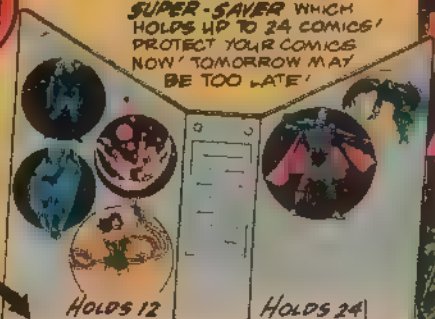

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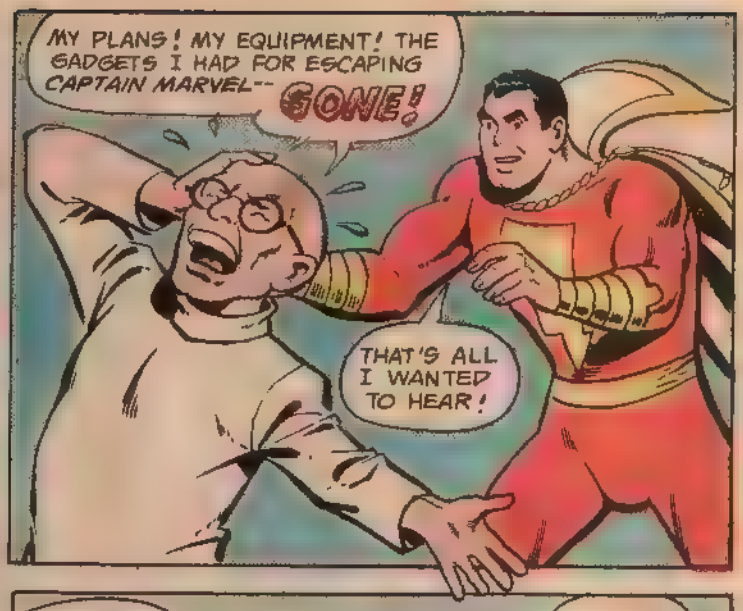
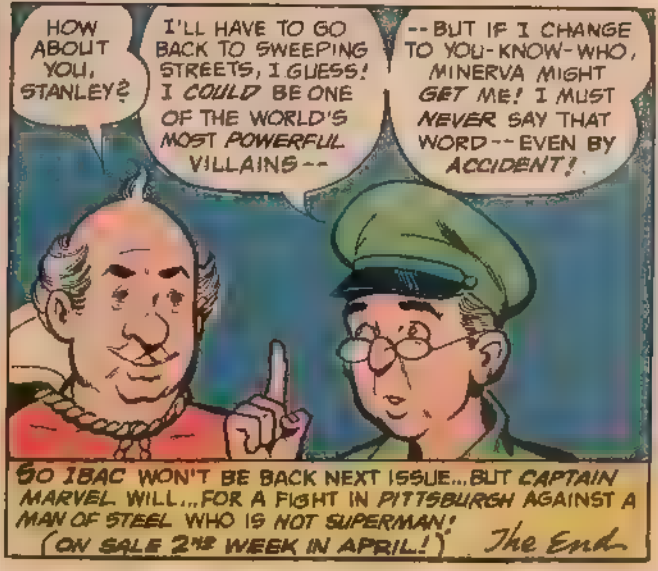


THIS TIME YOU'RE NOT GETTING AWAY WITH SOME FANTASTIC INVENTION!
IT'S JAIL FOR YOU, SIVANA!
BAH! I'M STILL THE WORLD'S GREATEST JAIL-BREAKER!
I'LL GET OUT AND BEAT YOU IN PITTSBURGH!


HOW ABOUT YOU, STANLEY?
I'LL HAVE TO GO BACK TO SWEEPING STREETS, I GUESS! I COULD BE ONE OF THE WORLD'S MOST POWERFUL VILLAINS--
--BUT IF I CHANGE TO YOU-KNOW-WHO, MINERVA MIGHT GET ME! I MUST NEVER SAY THAT WORD--EVEN BY ACCIDENT!

SO IBAC WON'T BE BACK NEXT ISSUE...BUT CAPTAIN MARVEL WILL...FOR A FIGHT IN PITTSBURGH AGAINST A MAN OF STEEL WHO IS NOT SUPERMAN! (ON SALE 2ND WEEK IN APRIL!) The End

SHAZAMAIL!

#L-632

c/o DC COMICS, INC., 75 ROCKEFELLER PLAZA, NEW YORK, N.Y. 10019

Dear Editor:

Shazam 27 gives this book its long-needed turn for the better. I was glad to see you doing new stories again, and I remain very fond of Schaffenberger's way with **Cap**, but the new tales seemed too conventional and unsurprising. I'm aware that attempts to mimic the TV show are necessary if **Shazam** is to win new readers, but they still looked troublesome. Must **Mary, Junior** and even **Mr. Tawny** become only occasional guest stars? Must the delightfully funny **Uncle Marvel** vanish forever in favor of this mustached facsimile? (Granted, it is nice to see Dudley exhibiting warmth and some wisdom.) What is the point of these silly riddles the **Elders** keep feeding Billy? Isn't it more appealing to see Billy as an independent TV anchorman than as a roving reporter always under a father figure's supervision?

So issue 27 came as a surprise. **The Elders** don't mimic **The Riddler**, and Dudley doesn't try to act as Billy's superior. **Kid Eternity** was well handled and proved an excellent guest star. His presence, along with all the historical figures, both good and bad, gave the story substantial interest. Overexposure is a problem for Sivana, but the use of guest stars as well as clever plots such as this issue's Liberty Bell and reincarnation caper, should relieve much of the difficulty.

Beautia's return was wholly unexpected, but her moral bankruptcy has worn thin. Here old Thad is going to blow up Philadelphia and she doesn't do anything to stop him because (sigh) she loves her Daddy. Why don't you make her Cap's undercover agent, spying on Sivana? (And where's her brother Magnificus?)

On the other hand, you've greatly improved **Cap's** personality. It's good to see him making jokes when fighting the bad guys. A sharp sense of wit indicates its possessor has no shortage of brains.

Your handling of Benedict Arnold was interesting as is your introduction of actual places in the cities **Cap** visits. Obviously, you're basing Billy's travels on **Cap's** Golden Age habit of visiting different cities. This, along with Sivana's current rampage, will be interesting if it doesn't go on too long. I wish there were more connection between the episodes so suspense would increase from issue to issue.

Peter Sanderson
Rm. 921 Johnson Hall
Columbia University
New York, N.Y. 10027

(Glad you like what we're doing. And I trust you were pleased to see *Uncle Marvel* back in uniform this time around. We might just bring in the rest of the *Marvel Family* in the very near future.—E.N.B.)

Dear Mr Bridwell: * * * * *

I have just finished reading **Shazam** #27. Needless to say, I am ecstatic. I have always enjoyed **Captain Marvel**, but with the return to new stories, the serialized situation and the return of one of the greatest, most imaginative heroes of the forties, **Kid Eternity**, he has been placed on my bestseller list.

I eagerly await the return of **Black Adam**, as I have never seen him in action. But if it is at all possible **bring back Kid Eternity.**

All in all, **Shazam** 27 was another great step in the stairway to stardom **Cap** has been climbing since his return to publication.

Bruce Harris
618 Appleton St
Baltimore, Md 21217

(We'll see about more *Kid Eternity* in the future. Maybe we should have him call on Shakespeare, Homer and Jack London to write some stories for us.—E.N.B.)

Dear Editor: * * * * *

Here are some suggestions I hope you will consider. First, let's see more of Beautia Sivana and her brother Magnificus. Have Beautia and **Mr. Tawny** make movies when **Cap** comes to Hollywood. Also have Sivana try to star in a movie about his own life.

Have **Mr. Tawny** take a vacation and meet **Cap.** Give him temporary jobs as a forest ranger, zookeeper and firetiger. And have him become a player for the Tigers baseball team when **Cap** reaches Detroit.

David Baca
2428 N. Charlotte Ave
Rosemead, Calif 91770

(We already had one of your ideas in mind and hope to implement it in the near future—if we can get an okay from a certain ball team. Your other thoughts are interesting, and we'll consider them for the future.—E.N.B.)

Dear Nelson: * * * * *

I think **Shazam** #27 was the best one in a long time. The **Kid Eternity** appearance made it all worthwhile. It was good to see Beautia back. I liked the ending, with Benedict Arnold betraying Sivana.

I don't have any complaints about the comic. **Just don't forget Junior and Mary!**

Curt Gray
427 Boxford Court
Indianapolis, Ind 46224

Dear Shazammers:

My name is Freddy Freeman. I'll bet you didn't know any of your characters existed.

Your comic is great. My favorite thing in it is **Captain Marvel Jr.** But why is my counterpart always wearing the same clothes? Also, he wears the scarf around his neck. Is Freddy the type who catches cold easily?

Freddy Freeman
1609 S. Davis Drive
Arlington, Tex 76013

(Freddy is too poor to afford many clothes. He doesn't even have an overcoat, so he makes do with the scarf—only in winter.—E. Nelson Bridwell)

...Another Masterful Missive from our Publisher!!

Remember last month's quiz? Well, we're going to have another. But I promise—brief, very brief. If you get the first question right, you'll get all the others right too!

1. As soon as DC's **Dollar Comics** hit the stand, you rushed out and bought at least one. **Yes No**
2. You bought at least one of DC's **Dollar Comics** as soon as they hit the stands. **Yes No**
3. You rushed out as soon as DC's **Dollar Comics** hit the stand and bought at least one. **Yes No**
4. I answered **'Yes'** to all of the questions above. **Yes No**

Did you say **yes** to 1, 2, 3, and 4? You did? **A+.** Pass GO and collect $200.00.

What? You didn't say **'Yes'** to **any** of the above? If you have been confined to your bed for the past six months with Yellow Fever, Shingles or the Bubonic Plague, then you may be excused. If not . . . get out there and buy some **Dollar Comics,** you misinformed miscreants. There have been six out there already, **six, six, six!** 80 pages in each comic, 64 pages of **all new stories,** 64 pages of **all new art.**

At this very moment, even as you read, you are missing the extraordinary sum total of 384—count 'em—**three hundred eighty-four** pages of the best comics around. That's **23** comic books worth of material. And you could be getting it all for the price of only **20** regular comics. You could be saving ninety cents!

Well, enough about you. Let's talk about me.

What am I doing with **my** ninety cents?

O.K. O.K. Do you know its been a full year since I've been at DC? Hard to believe. Especially since it isn't true. I happen to be writing this letter on November 15, 1976. It's supposed to appear in February, 1977. Most of them are dated May. In addition, the deadline for my finishing this happens to have been three weeks ago. In October.

This is one of the amazing things I've learned in the full 8½ months I've been at DC. **Jack Adler,** our Prince of Production, is breathing hotly down my neck with good reason. Below you behold The Life Cycle of DC Comics dated May:

1. The script is assigned in September.
2. The artwork is back at DC in October.
3. The Production Department has it all properly colored and prepared for printing by November. **November?** You can see why Jack's camped outside my office with a string stretched at trip level across the door. This letter is supposed to be **at the printer** even as I, pen in hand, scuttle to explain.
4. And, yes you guessed it. All May-dated comics are supposed to be printed in December.
5. And shipped in January.
6. And put in comic racks everywhere in February, sneakily dated May so the newsdealer might actually leave our comics on the stand that long rather than sending them back to us February 3rd.
7. In August, 1977, about 11 months after we've set the 'May' books in motion, vaguely reliable sales figures are finally spewed out by a computer.

Can that possibly be true? A **year** after we start a book we find out whether we have on our hands another **Superman** or a second **Brother Power-The Geek?** That's ridiculous.

Comics. What a business. What I've learned in the eight and one-half months I've been here is that I have to wait three more months to find out how things are really going.

If I had any sense I'd take my 90¢ and run. But they say that everyone in comics is crazy. Which means I've found a permanent home. But, listen, I've got it all figured out. If I play my cards right, by the end of the year I'll have saved three dollars and sixty cents from **Dollar Comics.** And then years from now, accrued at the annual interest rate of 6½ percent. . . .

See you around the bank—

Jenette

DC Profiles #3 Mike Fleisher

In the world of comic books, *Mike Fleisher's* greatest claim to fame is not the fantastic stories he has written—*The Spectre, Jonah Hex,* more than 100 mystery stories and much, much more—but the *two million* words he has written in his eight-volume *Encyclopedia of Comic Book Heroes.*

It took Mike seven years to do the research on this fantastic project—he and his assistant, Janet Lincoln, read some 10,000 comic books covering eighteen different characters. The first two volumes, covering *Batman* and *Wonder Woman,* are presently on sale, and Collier Books is readying the third tome, featuring *Captain Marvel (Shazam!), Plastic Man* and *The Spirit.*

About two years into this project, the University of Chicago graduate found, as all writers eventually discover, he actually had to find a way to pay his rent and buy his groceries. Normal things writers often forget.

It wasn't too difficult, one presumes, for Mike to convice the editors over at DC Comics he was a writer—after all, he practically moved into the famed library of bound volumes under that very pretense! Fleisher started doing mystery stories—so many stories, in fact, that although DC hasn't purchased one of this ilk for almost two years now, we still have about a half-dozen left in our inventory!

Of course, Mike has also written many, many hero stories—both super and otherwise. In addition to the aforementioned *Spectre* and *Jonah Hex,* Mike has chronicled the efforts of *The Creeper, Sandman,* the new feature in *Weird Western Tales* (*Scalphunter*), the new comic plotted and drawn by Steve Ditko called *Shade—The Changing Man, Black Orchid,* and a little known comic called *Batman.* He also put in some time as Joe Orlando's editorial assistant back in 1973.

Fleisher has not restricted his talents to DC Comics. He wrote the last year of the original *Little Orphan Annie* newspaper strip (DCers Joe Orlando and Tex Blaisdell also worked on *Annie* at the time) and he did some writing for the short-lived *Atlas* line in 1975.

In Michael's *Encyclopedia,* everything you always wanted to know about eighteen super-heroes—and their friends and enemies—is approached in mind-staggering detail. Michael Fleisher's own mind-staggering career is still being written.

—Mike Gold

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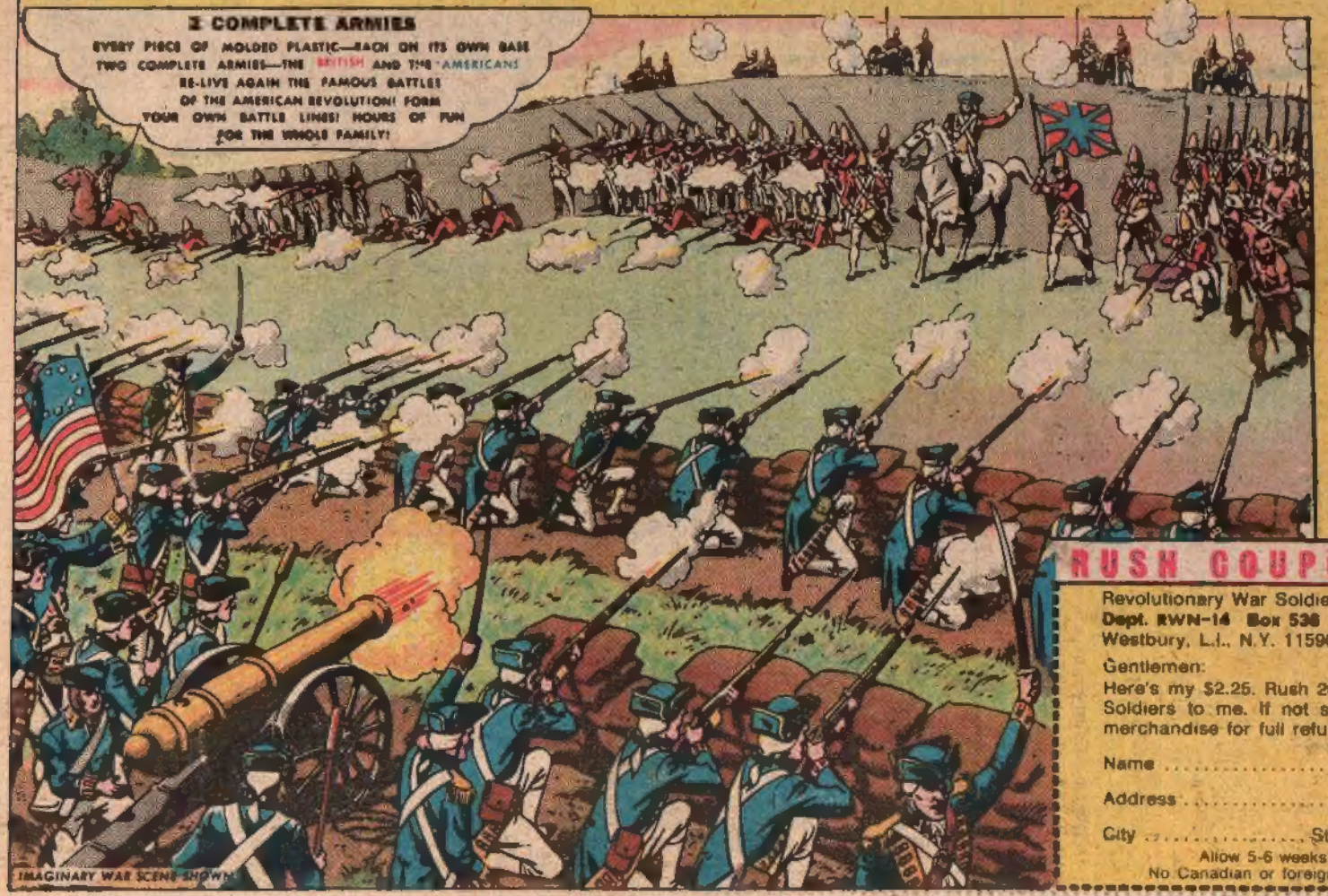

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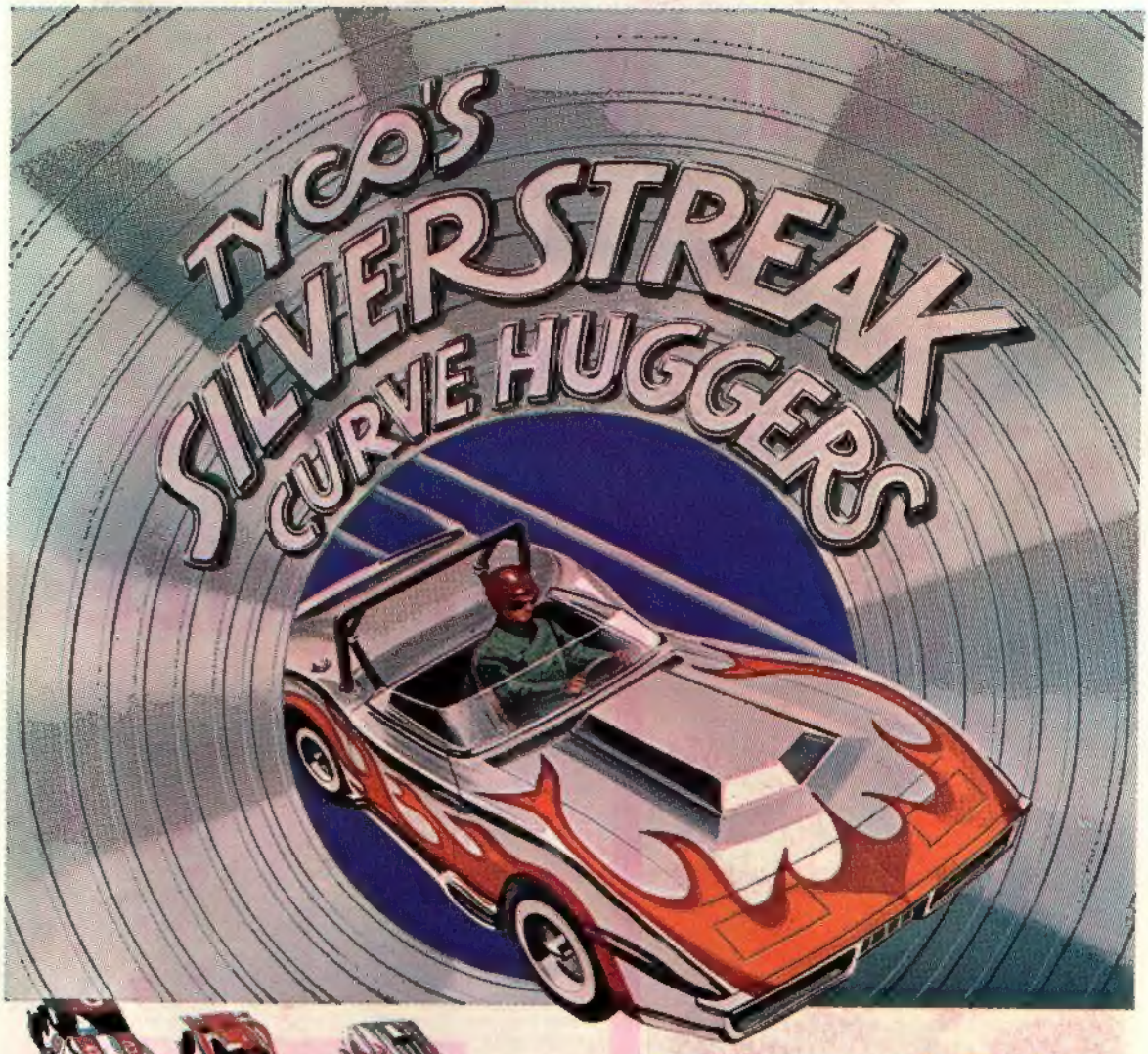

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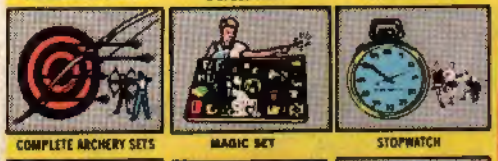

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